

Fig. 1

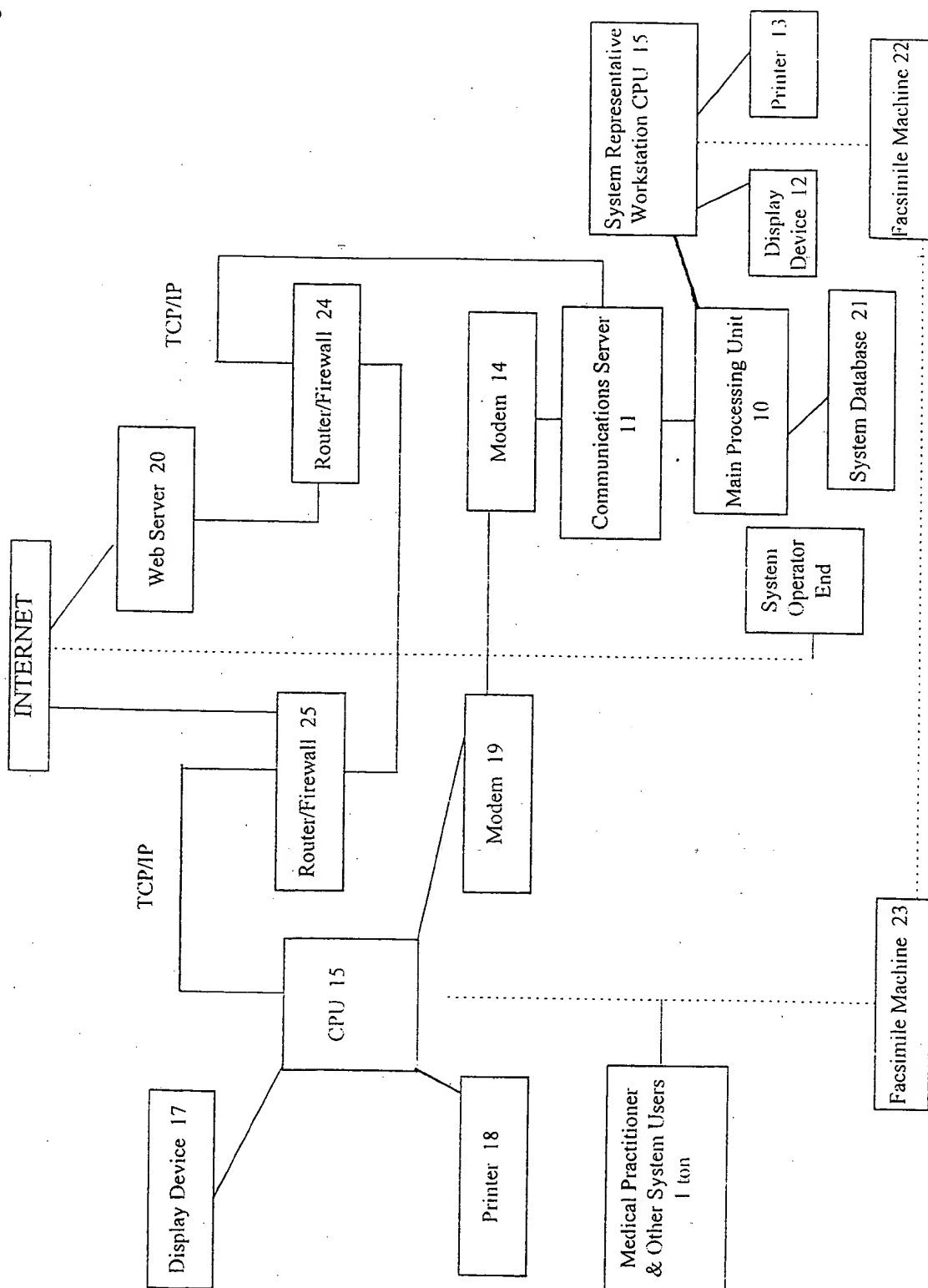
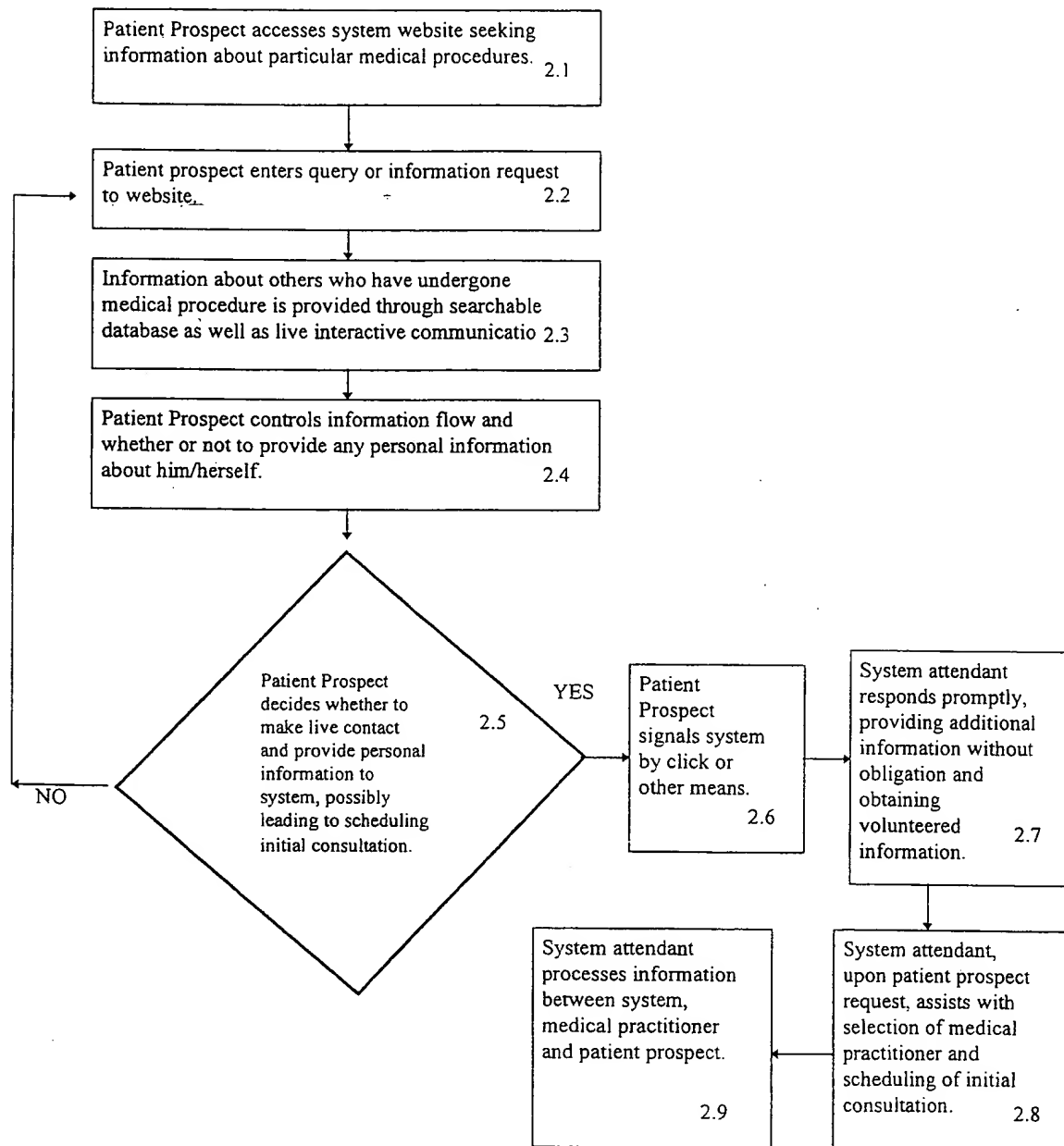


Fig. 2

Initial Information Delivery and Permission Marketing Process Flow



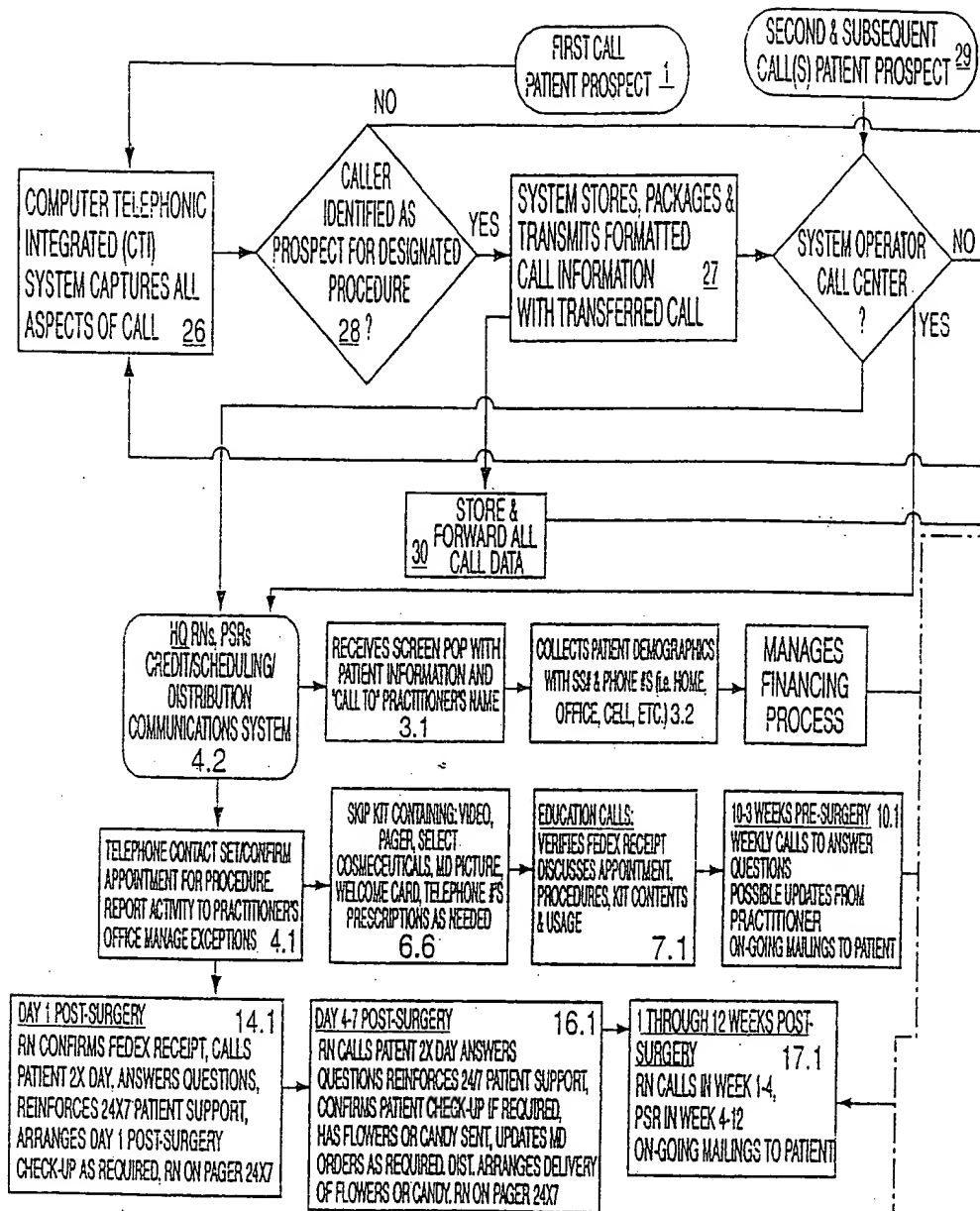


FIG. 3A

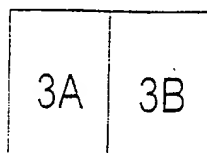
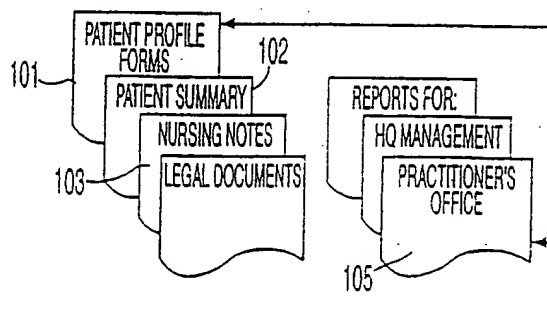


FIG. 3



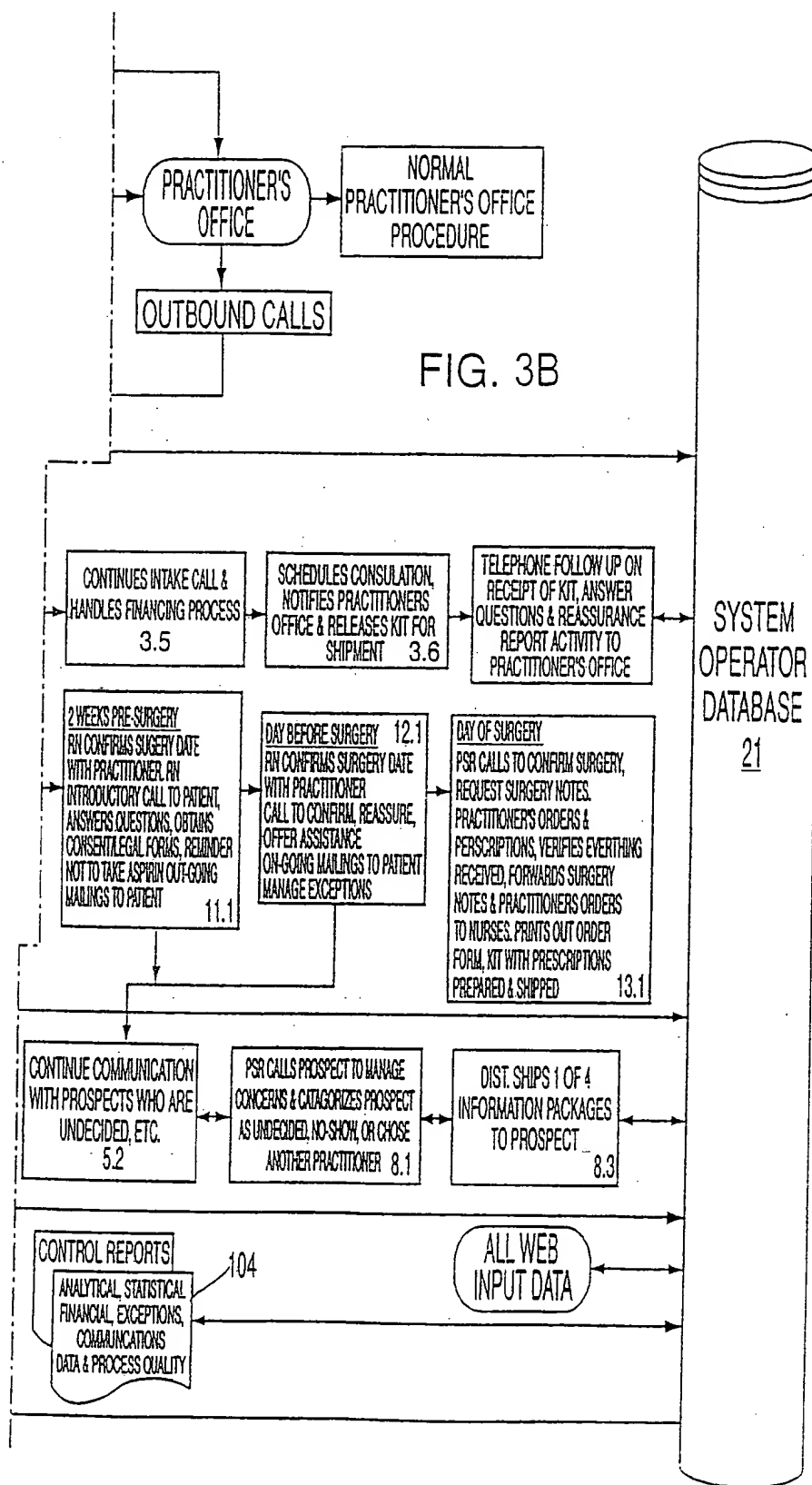
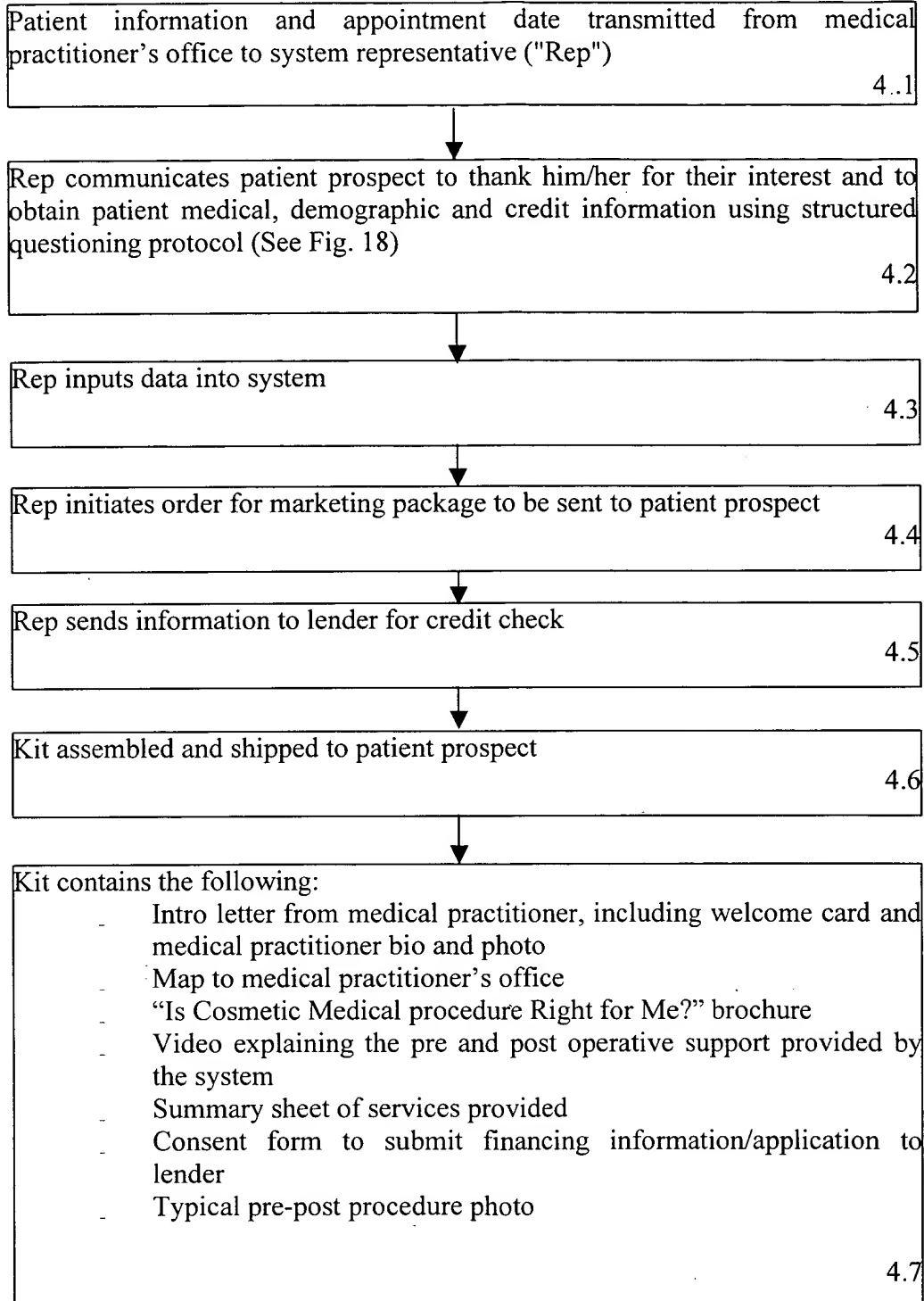


Fig. 4

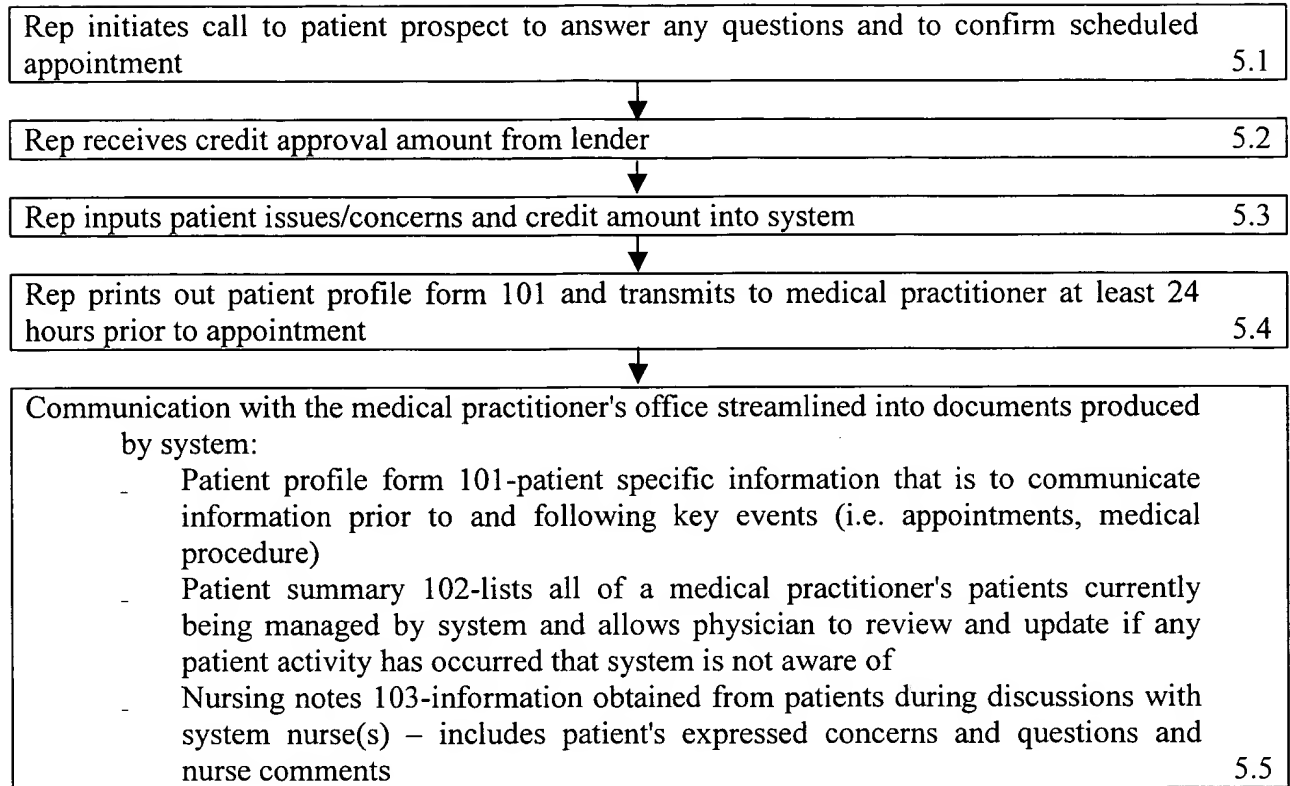
INITIAL CALL BY PATIENT PROSPECT TO MEDICAL PRACTITIONER



09725406-041701
T02FH0"90452260

Fig. 5

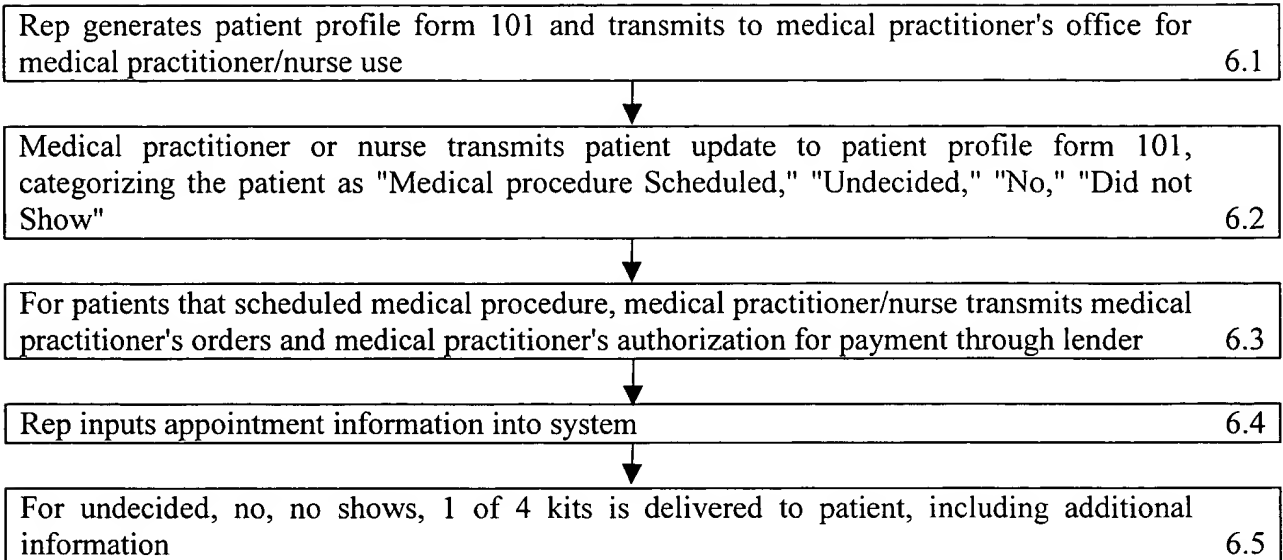
PRE-APPOINTMENT STAGE



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Fig. 6

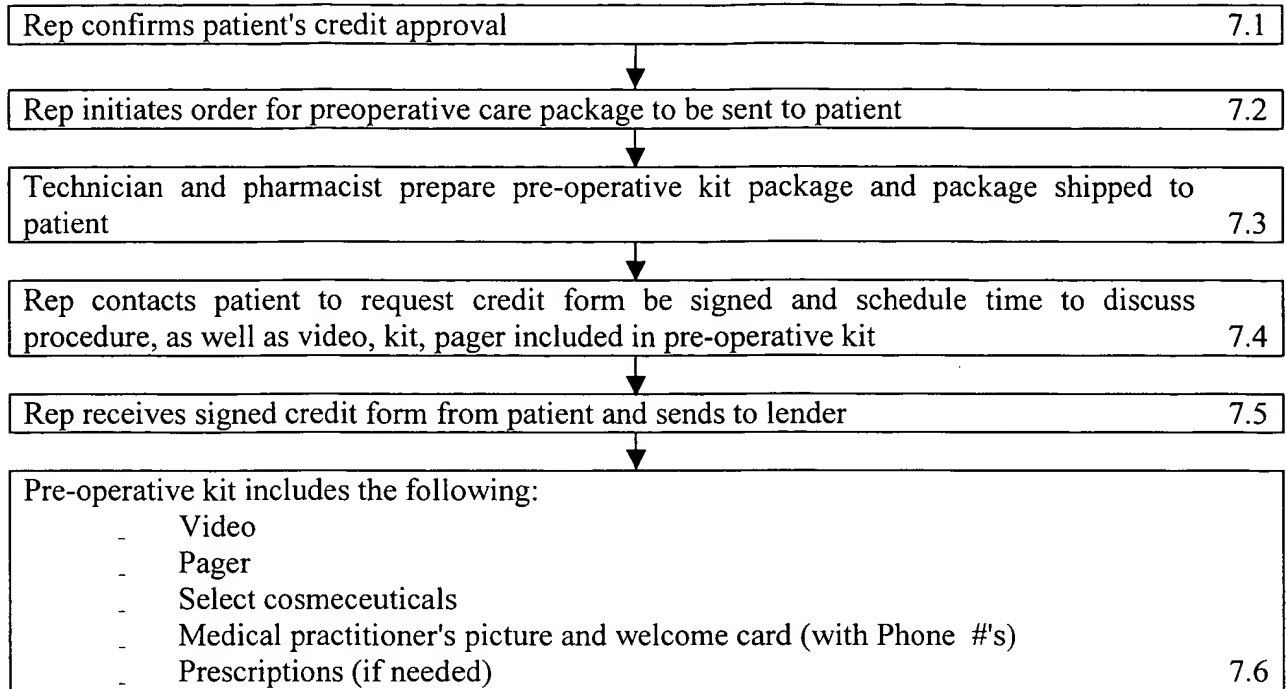
DAY OF APPOINTMENT



09725406-041701

Fig. 7

POST-APPOINTMENT STAGE FOR PATIENTS WHO SCHEDULE PROCEDURE



0925406-04701

Fig. 8

EDUCATION FOR PATIENTS WHO SCHEDULE PROCEDURE

Rep verifies delivery of pre-operative kit by contacting patient and initiates previous scheduled call to patient to discuss appointment, procedure, and package (pager, video and kit)

8.1



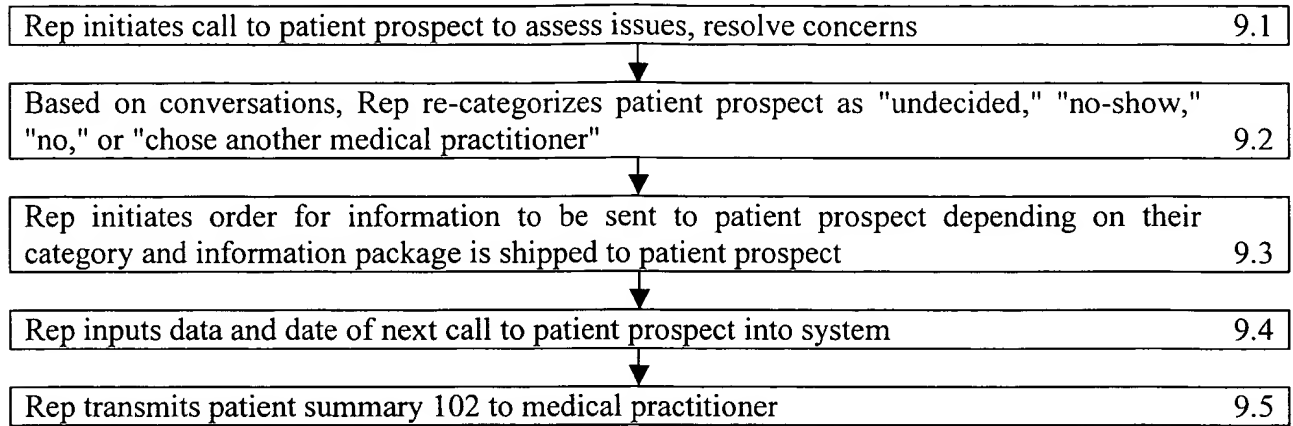
Rep transmits patient profile form 101 which includes confirmation of shipment and notes from conversation to medical practitioner

8.2

0925406-041701
T02T40-90452460

Fig. 9

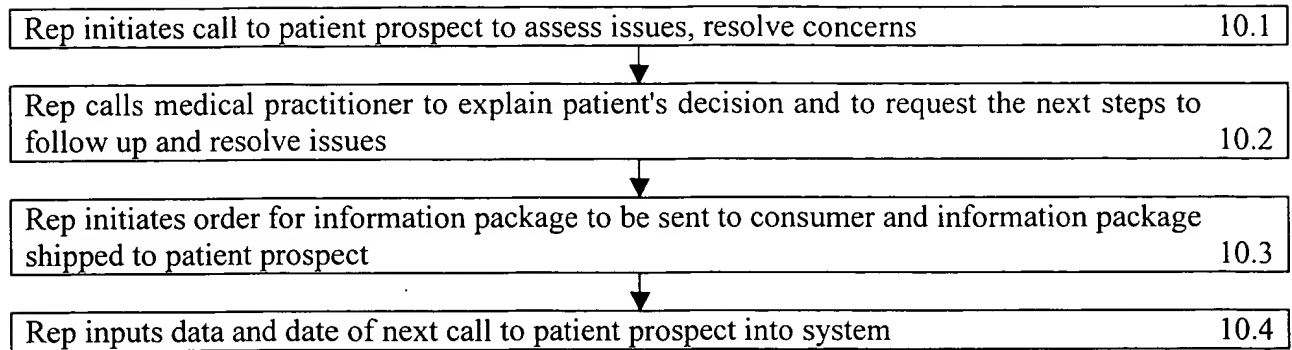
POST-APPOINTMENT STAGE FOR UNDECIDED
AND NO-SHOW PATIENT PROSPECTS



09725406-04101
T02T40-90452760

Fig. 10

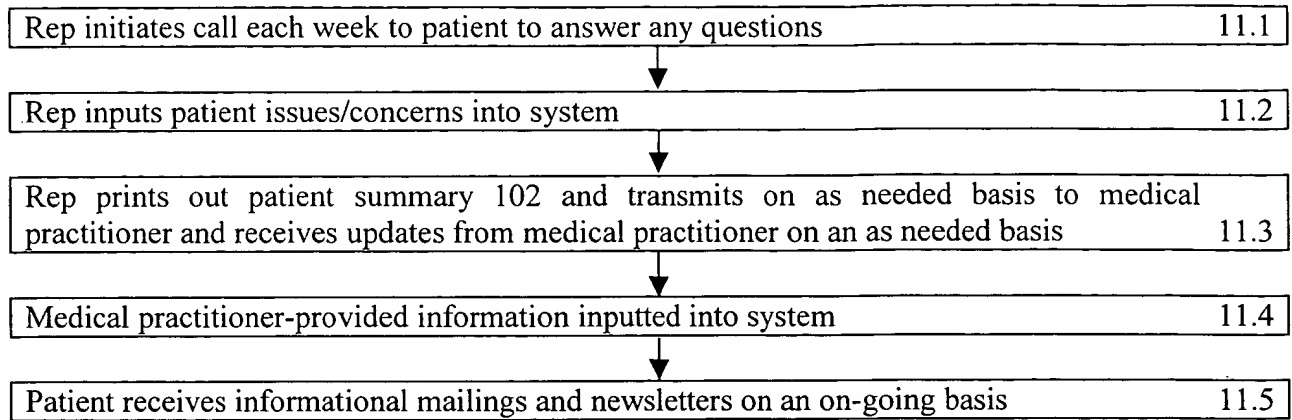
POST-APPOINTMENT STAGE FOR PATIENTS
THAT CANCEL SCHEDULED PROCEDURE



09/25/06 04:01
T04T40" 90452/60

Fig. 11

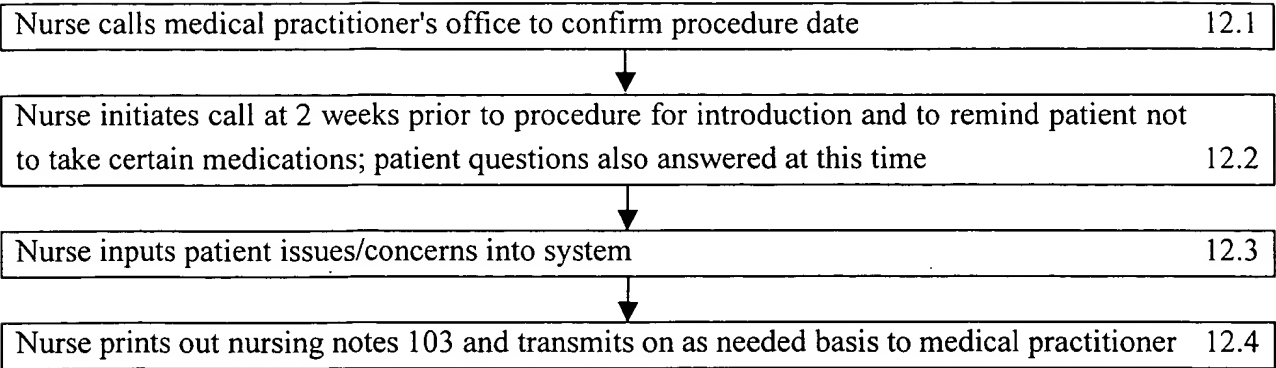
10 WEEKS THROUGH 3 WEEKS PRIOR TO PROCEDURE



0975400-04701

Fig. 12

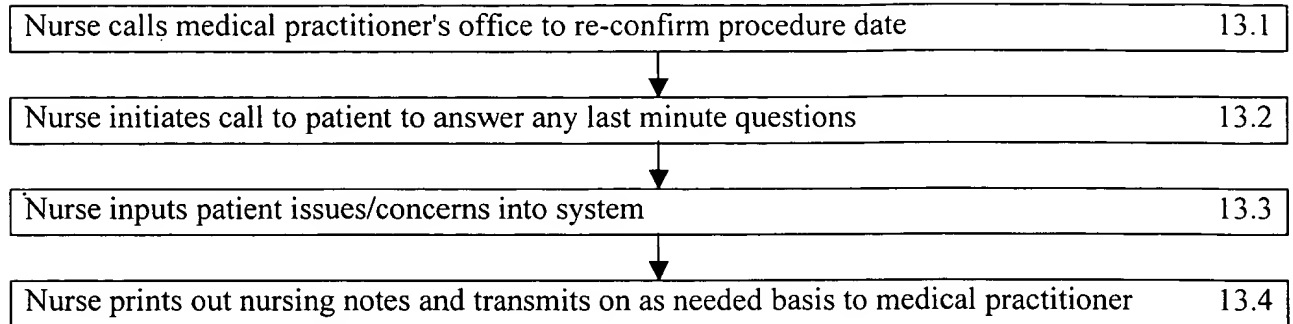
2 WEEKS PRE-PROCEDURE



09725406-041701

Fig. 13

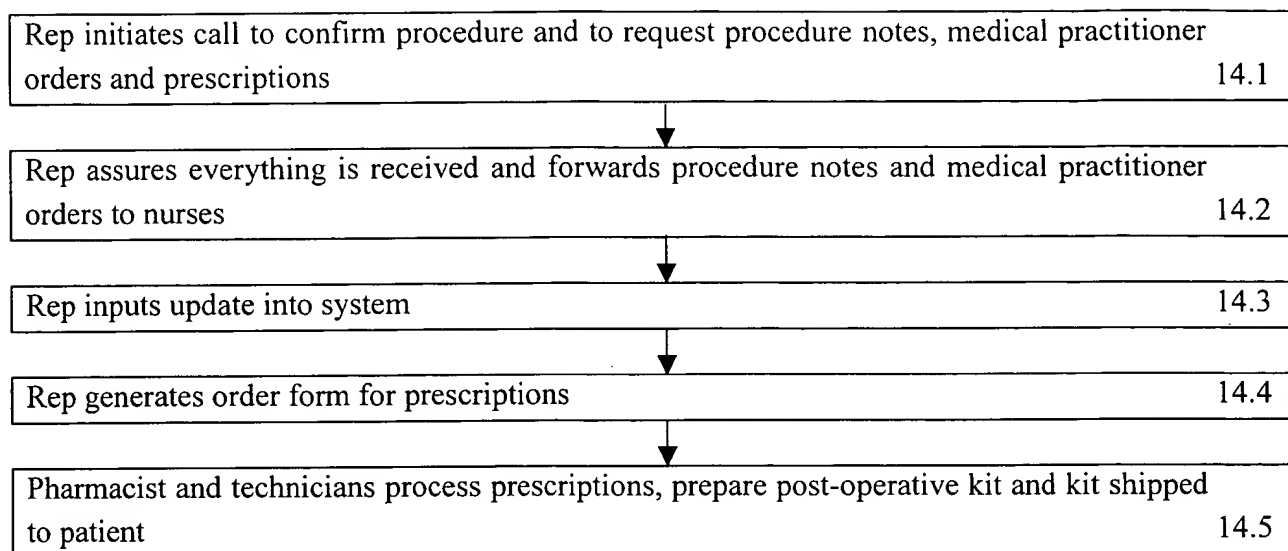
DAY BEFORE PROCEDURE



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Fig. 14

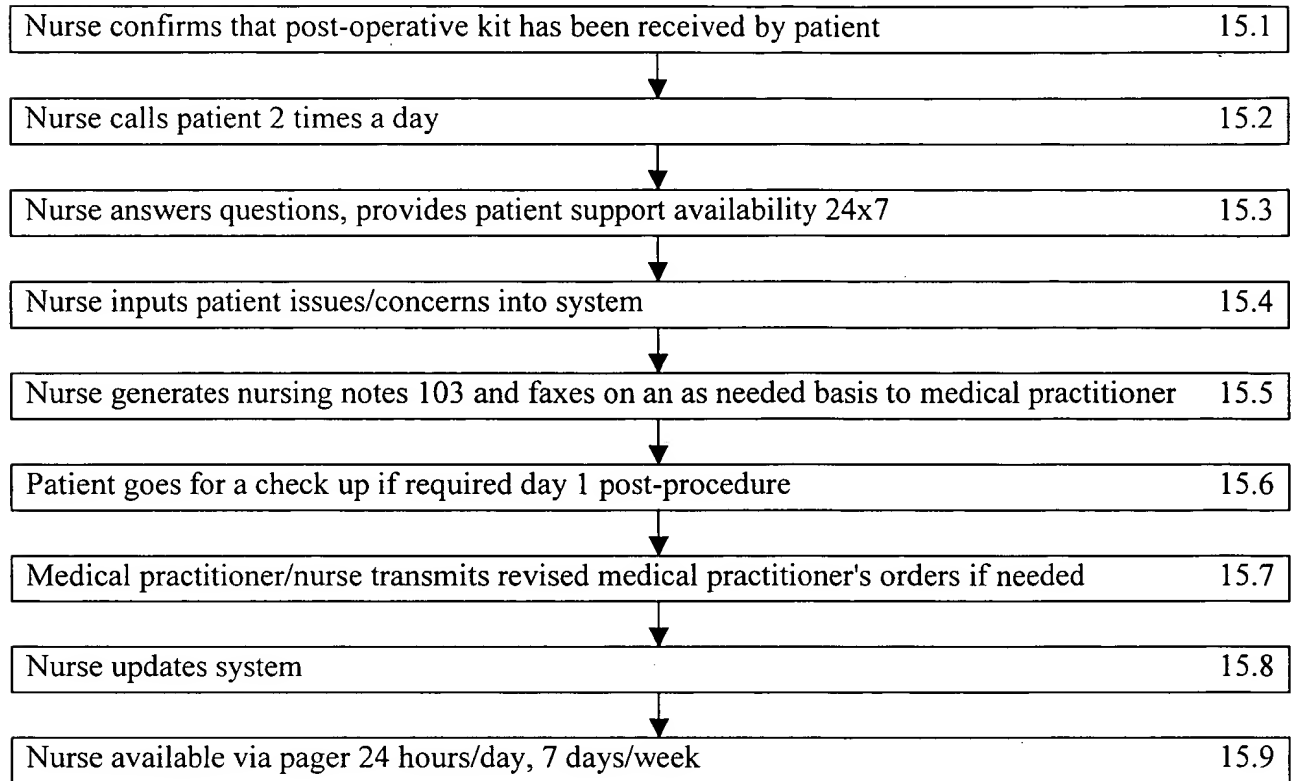
DAY OF PROCEDURE



TO: "90452460"

Fig. 15

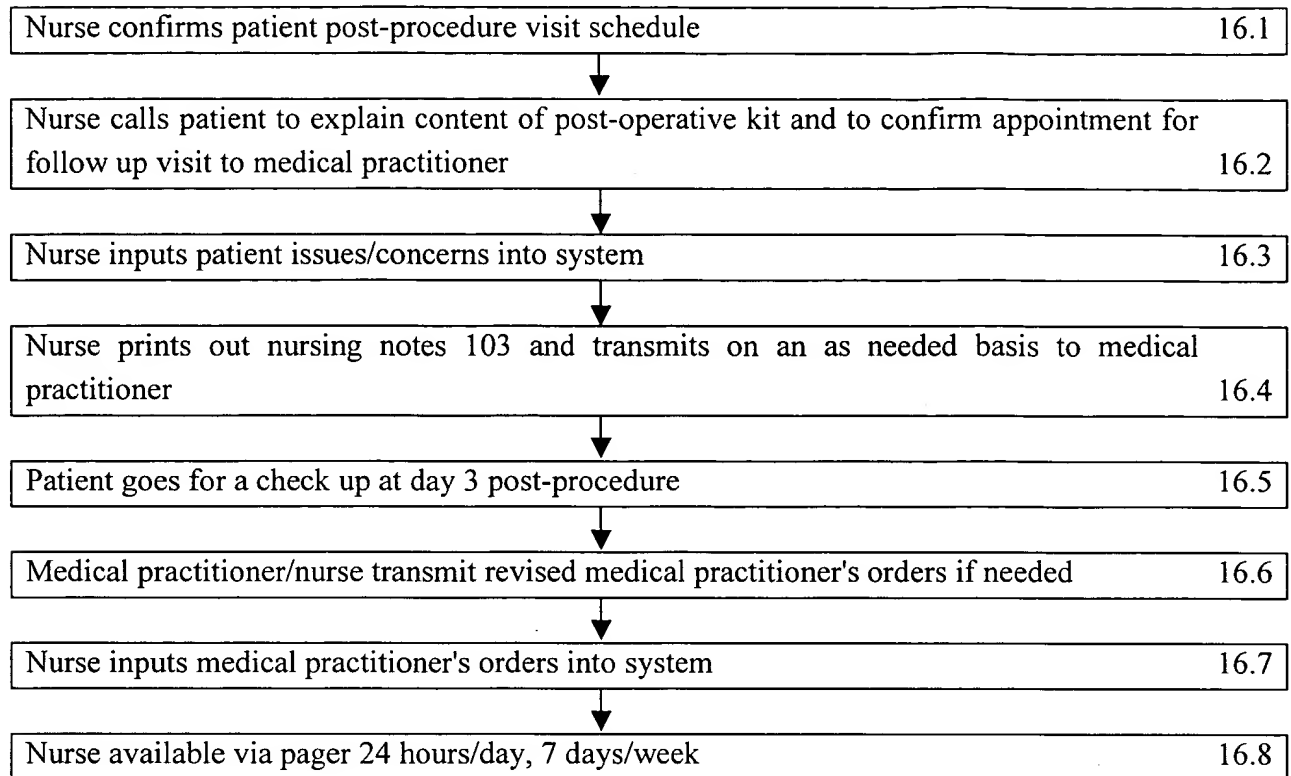
DAY 1 – POST PROCEDURE



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Fig. 16

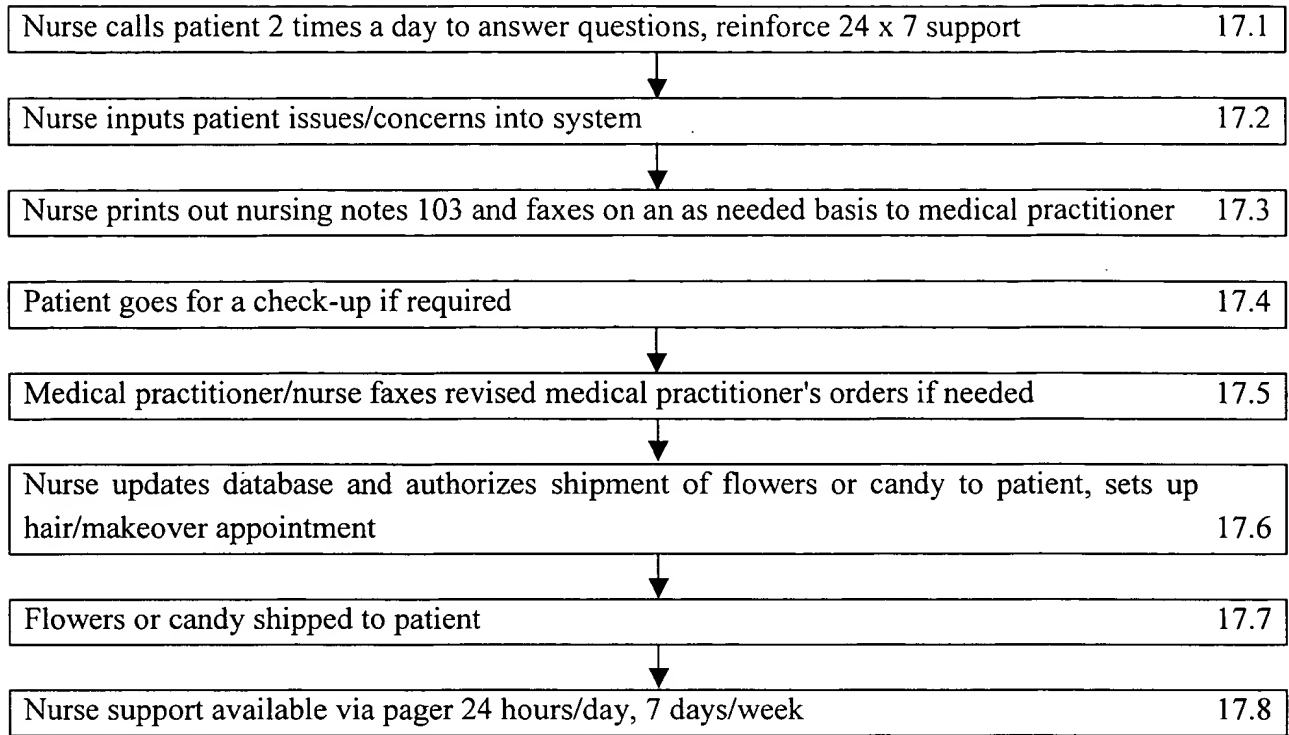
PRIOR TO, AND DAY OF FIRST POST-PROCEDURE VISIT



0925406-041701
T04T0-9045260

Fig. 17

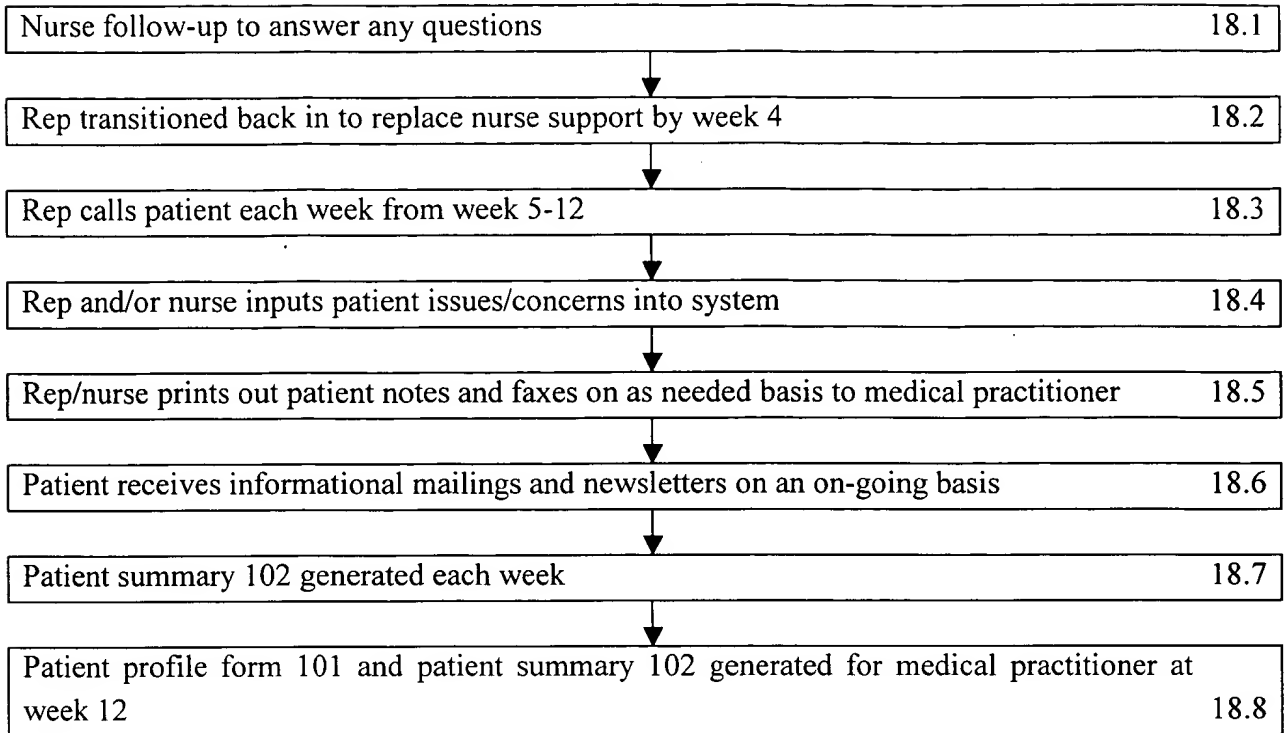
DAYS 4-7 POST-PROCEDURE



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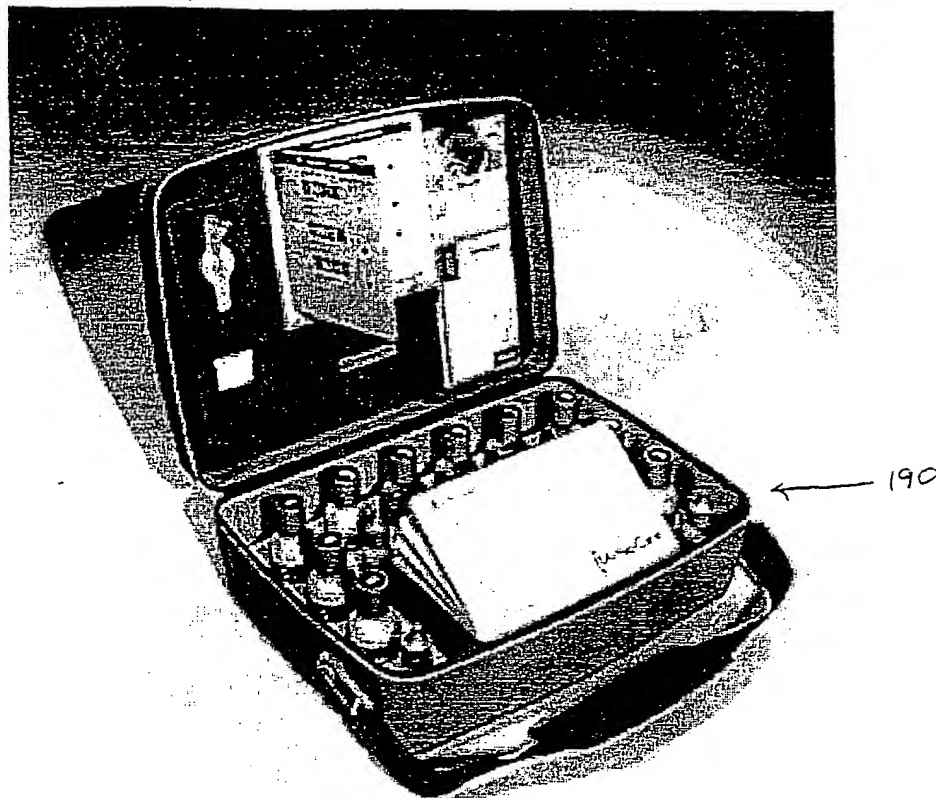
Fig. 18

WEEKS 1-12 POST PROCEDURE



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BEST AVAILABLE COPY



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FIG. 19

Fig. 20

MARKETING PROCESS FLOW

